

**REMARKS**

This Amendment is responsive to the official action dated April 19, 2010. Claims 1-8 and 10-19 were pending in the application. In the official action, claims 1-8 and 10-19 were rejected. In this Amendment, claims 1, 4, and 10-19 have been amended. Claims 1-8 and 10-19 thus remain for consideration.

Applicant submits that claims 1-8 and 10-19 are in condition for allowance and requests reconsideration and withdrawal of the rejections in light of the following remarks.

**\$103 Rejections**

Claims 1-8 and 10-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Holtz et al. (US Patent No. 6,760,916), and further in view of Yuen et al. (US Patent Application Publication No. 2004/0010806).

Applicant respectfully submits that the independent claims (claims 1, 4, and 10-19) are patentable over Holtz and Yuen (together "the cited references").

Applicant's invention as recited in claim 1 is directed toward a transmission apparatus. The claim recites "a first production means for producing a first content of a video signal and/or an audio signal;" and "second production means for producing a second content corresponding to the first content, the second content including a script for outputting a graphical user interface." The claim further recites that "the reception apparatus changes the graphical user interface relating to the first content in accordance with the second content." (Emphasis supplied.) Supporting disclosure for the emphasized recitation, and the advantages associated with such recitation, can be found in the specification at, for example, paragraphs [0202]-[0207], [0298], and [0299]. Claims 4 and 10-19 include similar recitations.

The cited references do not disclose the emphasized recitation. In particular, Applicant notes that the Examiner relies on Holtz's Figs. 11, 12; and column 44, lines 6-8 as disclosing "changing the graphical user interface based on the use history information so as to change a service to be provided with an operation to a user interface screen picture." (Official action page 4, lines 3-6.) Regarding Holtz's Figs. 11, 12; and column 44, lines 6-8, Applicant notes that the portion merely discloses displaying "an HTML page from a web site that is linked to the current media stream," and does not disclose that the reception device changes the graphical user interface, let alone that the reception device changes the graphical user interface in accordance with content which includes a script for outputting a graphical user interface (i.e., "second content"). Accordingly, Applicant believes that claims 1, 4, and 10-19 are patentable over the cited references - taken either individually or in combination - on at least this basis.

Further, since dependent claims inherit the limitations of their respective base claims, Applicant believes that dependent claims 2, 3, and 5-8 are patentable over the cited references for at least the same reasons as discussed in connection with the independent claims.

Applicant respectfully submits that all of the claims now pending in the application are in condition for allowance, which action is earnestly solicited. If any issues remain, or if the Examiner has any further suggestions, the Examiner is invited to telephone the undersigned at (908) 654-5000.

The Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 12-1095.

The Examiner's consideration of this matter is gratefully acknowledged.

Dated: July 2, 2010

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Amendment per OA 4-19-10.doc